
SELECTING DIVERGENT STORYLINES USING BRANCHING TECHNIQUES

ABSTRACT OF THE INVENTION

Divergent storylines for media such as movies are selected using branching techniques. Enhancing the “replay value” of a movie may be accomplished by introducing many logical branches in the action and plot during the movie. Consequently, repeat viewing is encouraged by creating a dynamic viewing environment based on the preferences of the current audience. The audience may be polled prior to each logical branch. Votes are then tallied and the logical branch is selected. Viewers may also indicate preferences regarding the movie rating. Consequently, a movie may be rated for children at one viewing and adults at another. Votes or other viewer feedback may be collected by a variety of methods. The privilege of voting for particular storyline branches or other content choices may be provided for free or purchase. Each time a branch in the storyline appears the viewer may then vote to influence the direction taken by the storyline. Multiple opportunities for voting may appear during the movie. Votes may be weighted and purchased based on a variable or flexible cost structure. Purchase of a movie ticket may convey to the viewer the ability to not only view the movie but also influence the outcome of the movie. The ability to influence the outcome of the movie may be closely related to the price of the ticket.